



American Consulate General, Chennai

March 15, 2016

Vacancy Announcement Number: CHE-PSAP-2016-09

OPEN TO: All Interested Candidates

POSITION TITLE: Public Affairs Specialist (#:702005)

OPENING DATE: March 15, 2016

CLOSING DATE: March 29, 2016

WORK HOURS: Full-time; 40 hours/week

SALARY: Ordinarily Resident (OR) - Grade: FSN-10
Not Ordinarily Resident (NOR) - Grade: FP-05
(steps 5 thru 14)*
*Final grade/step for NORs will be determined by Washington.

ALL ORDINARILY RESIDENT (OR) APPLICANTS (see **Appendix A for definition**) MUST HAVE THE REQUIRED WORK AND/OR RESIDENCY PERMITS TO BE ELIGIBLE FOR CONSIDERATION.

American Consulate General, Chennai, is seeking eligible and qualified applicants for the position of Public Affairs Specialist in the Public Affairs Section.

Applicants must apply on U.S. Mission's Universal Application for Employment (UAE) (form DS-174) and specify the vacancy announcement number. Applications not completed on UAE form, or without reference to a specific vacancy announcement number will not be considered. Only completed forms will be considered. (See "HOW TO APPLY" below)

Only applicants who are selected for skills test/interview will be contacted.

BASIC FUNCTION OF POSITION:

- As Post's principal digital engagement advisor to the Public Affairs Officer (PAO) and the Consul General, the Digital Engagement Director is responsible for developing and driving the Consulate's digital engagement strategy to increase audience reach and engagement on Consulate, Mission, and USG policy priorities. Evaluates and reports on the Consulate's digital engagement strategy, campaign, and content effectiveness for Consulate, Mission, and Department leadership utilizing online metrics, and refines strategy based on evaluation outcomes. Identifies and engages digital influencers and potential partners to broaden Consulate reach and engagement. Advises on digital engagement trends, including content and conversation trends in online communities related to Consulate, Mission, and USG goals. Recommends new digital platforms and technology, and other equipment to increase effectiveness of Consulate digital engagement strategy. Trains and coaches all Consulate General employees on Department of State regulations for social media and digital engagement best practices. Represents the Consulate in digital engagement speaking roles, conferences, seminars, etc.
- The incumbent designs and directs effective online campaigns and digital programs for target audiences based on Consulate, Mission, and USG goals. Guides content and multimedia creation (including graphics, photography, and Post-produced or commissioned video) for Consulate digital platforms, tailoring messaging to resonate with local audiences. Oversees the Consulate's direct engagement with online communities, including but not limited to 1) the Digital Engagement Unit's active monitoring of online discussion about the Consulate/U.S. Mission and major policy areas/priorities; and 2) Consulate participation in online conversation. Serves as a grants officer representative for the Unit's grant projects. Collaborates with other units in Public Affairs Section (PAS), the Consul General's office, and other Consulate sections to integrate digital elements into broader Consulate programming and outreach. Collaborates with digital engagement counterparts at the Embassy and other Mission India consulates on Mission-wide strategy and campaigns. Coordinates delivery of all Consulate digital projects in support of VIP visitor outreach goals working with Embassy New Delhi as required.
- Leads the Public Affairs Section's Digital Engagement Unit in executing the Consulate's digital engagement strategy. The incumbent supervises four employees. Actively develops the team, ensuring each member has necessary training; provides feedback and guidance on performance; and encourages innovation and creativity in outreach and digital products. Leads with an emphasis on teambuilding and integration, and fosters a collaborative work environment both within the Unit, with other PAS units, and with other Consulate sections and Mission public affairs sections.

- Perform other duties as assigned.

QUALIFICATIONS REQUIRED:

Applicants must address each required qualification listed below with specific and comprehensive information supporting each item. Failure to do so may result in a determination that the applicant is not qualified.

- Completion of Bachelor's degree in mass communications/ marketing/ public relations and 5 years of progressive work experience with at least 6 months supervisory / team leadership responsibilities in a professional digital communications environment is required.

OR

- Two (2) years of general college studies and 6 years of progressive work experience with at least 6 months supervisory/team leadership responsibilities in a professional digital communications environment is required.
- Required language proficiency:
 - English: Level IV (fluency) in Speaking, level IV in Reading, level IV in Writing.

*(When applying for the position, please indicate **your level** of proficiency in English).*

- Creative writing skills for digital media; strong analytical, organizational, communication, interpersonal and management skills are required.
- A person with professional expertise, digital engagement contacts, and good professional standing; must have sound judgment to be able to advise PAO, Consul General, and other Consulate and Mission elements on all aspects of digital operations.
- Familiarity with Microsoft Office suite; comfortable working with a high degree of responsibility in a dynamic, fast-paced environment.

FOR FURTHER INFORMATION: The complete position description listing all duties and responsibilities may be obtained by contacting our Human Resources Office (POC: Vanitha Srinivasan, phone: 044-28574115 or 044-28574000).

SELECTION PROCESS: When qualified, applicants who are U.S. Citizen Eligible Family Members (USEFMs) and/or preference-eligible U.S. Veterans are given a

preference in hiring. Therefore, it is essential that these applicants make themselves known as having a hiring preference and specifically address the required qualifications above in their application.

HIRING PREFERENCE ORDER:

- (1) USEFM who is ALSO a preference-eligible U.S Veteran
- (2) USEFM OR a preference-eligible U.S Veteran
- (3) FS on LWOP

ADDITIONAL SELECTION CRITERIA:

1. Management may consider the following when determining successful candidacy: nepotism, conflicts of interest, budget and residency status.
2. Current OR employees serving a probationary period are not eligible to apply. Current OR employees with an Overall Summary Rating of Needs Improvement or Unsatisfactory on their most recent Employee Performance Report (EPR) are not eligible to apply.
3. Current NOR employees hired on a Family Member Appointment (FMA) or a Personal Service Agreement (PSA) are not eligible to apply within the first 90 calendar days of their employment, unless they have a When Actually Employed (WAE) work schedule.
4. The candidate must be able to obtain and hold a security clearance required for the position.

HOW TO APPLY:

Applicants must submit the following documents to be considered:

- Universal Application for Employment (UAE) (Form DS-174), which is available on our website:
http://chennai.usconsulate.gov/job_opportunities.html or by contacting our Human Resources Office (See "For Further Information" above); **and**
- Any additional documentation that supports or addresses the requirements listed above (e.g. degrees, transcripts, etc.)

IMPORTANT: Applicants claiming a U.S. Veteran's preference must submit written documentation confirming eligibility (e.g. Member Copy 4 of Form DD-214, Letter from the Veteran's Administration, or certification documenting eligibility under the VOW Act with an expected discharge no later than 120 days after the certification is submitted) by the closing date of the vacancy announcement. If the written documentation confirming eligibility is not received in the HR office by the closing date of the vacancy announcement, the U.S. Veteran's preference will not be considered in the application process. Specific criteria for receiving a

U.S Veteran's preference may be found in HR/OE's Family Member Employment Policy (FMEP).

WHERE TO APPLY:

Mailing Address: American Consulate General
Attention: Management Officer
220 Anna Salai
Chennai 600 006
FAX number: 28574455 / 28112020
E-mail: chennai-vacancies@state.gov

(Please insert "**CHE-PSAP-2016-09**" (Vacancy Announcement Number) in the subject line of the e-mail. Applications without the announcement number or with incorrect announcement number will not be considered).

EQUAL EMPLOYMENT OPPORTUNITY: The U.S. Mission in Chennai provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color, religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation. The Department of State also strives to achieve equal employment opportunity in all personnel operations through continuing diversity enhancement programs. The EEO complaint procedure is not available to individuals who believe they have been denied equal opportunity based upon marital status or political affiliation. Individuals with such complaints should avail themselves of the appropriate grievance procedures, remedies for prohibited personnel practices, and/or courts for relief.

APPENDIX A - DEFINITIONS

Eligible Family Member (EFM): An EFM for employment purposes is defined as an individual who meets **all** of the following criteria:

- U.S. Citizen or not a U.S. Citizen; **and**
- Spouse or same-sex domestic partner (as defined in 3 FAM 1610); **or**
- Child, who is unmarried and under 21 years of age or, regardless of age, is incapable of self-support. The term "child" shall include, in addition to natural offspring, stepchild, adopted child, and a child under legal guardianship of employee, spouse, or same-sex domestic partner when such child is expected to be under legal guardianship until 21 years of age and when dependent upon and normally residing with the guardian; **or**
- Parent (including stepparents and legally adoptive parents) of employee, spouse, or same-sex domestic partner, when such parent is at least 51 percent dependent on the employee for support; **or**
- Sister or brother (including stepsisters and stepbrothers, or adoptive sisters or brothers) of the employee, spouse, or same-sex domestic partner when such sibling is at least 51 percent dependent on the employee for support, unmarried, and under 21 years of age, or regardless of age, incapable of self-support; **and**
- Listed on the travel orders or approved Form OF-126 of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan; **and**
- Is under chief of mission authority.

U.S. Citizen Eligible Family Member (USEFM): A USEFM is an individual who meets **all** of the following criteria:

- U.S. Citizen; **and**
- Spouse or same-sex domestic partner (as defined in 3 FAM 1610) of the sponsoring employee; **or**
- Child of the sponsoring employee who is unmarried and at least 18 years old; **and**
- Listed on the travel orders or approved Form OF-126 of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan; and resides at the sponsoring employee's post of assignment abroad, or as appropriate, at an office of the American Institute in Taiwan; and is under chief of mission authority; **or**
- resides at an Involuntary Separate Maintenance Allowance (ISMA) location authorized under 3 FAM 3232.2; **or**
- Currently receives a U.S. Government retirement annuity or pension from a career in the U.S. Foreign Service or Civil Service.

Appointment Eligible Family Member (AEFM): An AEFM is an individual who meets **all** of the following criteria:

- U.S. Citizen; **and**
- Spouse or same-sex domestic partner (as defined in 3 FAM 1610) of the sponsoring employee; **or**
- Child of the sponsoring employee who is unmarried and at least 18 years old; **and**
- Listed on the travel orders or approved Form OF-126 of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan (AIT); **and**
- Is under chief of mission authority; **and**
- Is residing at the sponsoring employee's post of assignment abroad or, as appropriate, at an office of the American Institute in Taiwan; **and**
- Does NOT currently receive a U.S. Government retirement annuity or pension from a career in the U.S. Foreign Service or Civil Service.

Member of Household (MOH): A MOH is an individual who meets **all** of the following criteria.

- A MOH is someone who accompanies or joins a direct-hire Foreign Service, Civil Service, or uniformed service member permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan; and
- A MOH must be officially declared to the COM by the sponsoring employee as part of his/her household; and
- A MOH is under COM authority;
- A MOH may include a parent, unmarried partner, other relative, or adult child;
- A MOH may or may not be a U.S. Citizen;
- A MOH is **not** an EFM;
- A MOH is **not** listed on the travel orders or approved Form F-126 of a sponsoring employee.

Not Ordinarily Resident (NOR) – An individual who meets the following criteria:

- An EFM, USEFM or AEFM of a direct-hire Foreign Service, Civil Service, or uniformed service member permanently assigned or stationed abroad, or as appropriate, at an office of the American Institute in Taiwan; or
- Has diplomatic privileges and immunities; and
- Is eligible for compensation under the FS or GS salary schedule; and
- Has a U.S. Social Security Number (SSN); and
- Is not a citizen of the host country; and

- Does not ordinarily reside in the host country; and
- Is not subject to host country employment and tax laws.

Ordinarily Resident (OR) – An individual who meets the following criteria:

- A citizen of the host country; or
- A non-citizen of the host country (including a U.S. citizen or a third-country national) who is locally resident and has legal and/or permanent resident status within the host country and/or who is a holder of a non-diplomatic visa/work and/or residency permit; and/or
- Is subject to host country employment and tax laws.

CLOSING DATE FOR THIS POSITION: March 29, 2016

Approved: M: George A Schaal
Cleared: PAS: Ariel Pollock
Drafted: M/HR: Vijaya Mahesh